



Media Contacts:

Robin Dwyer
Ormco Corporation
619-234-0345
ormco@formulapr.com

DAMON® SMILE BRACES WEBSITE WINS W³ SILVER AWARD FOR CREATIVE EXCELLENCE

Online Orthodontic Treatment Resource Recognized for its Interactive Design and Ease of Use

ORANGE, Calif. (Oct. 10, 2013)—Makers of [Damon® Smile](#)—a line of braces that straighten teeth, correct bites and help improve smiles with ease and comfort—today announced that its consumer website, www.damonbraces.com, was selected as a 2013 [W³ Silver Award winner](#) in the health website category. The awards program is hosted and judged by the International Academy for the Visual and Arts (IAVA), and honors outstanding websites, Web marketing, Web video and mobile apps created worldwide. The Damon Smile website was honored for its visually-compelling design and functionality that provides visitors with interactive information on the benefits of orthodontic treatment and addresses frequently asked questions about braces.

Designed with the teen and adult consumer in mind, the site delivers an easy-to-navigate platform that tackles common questions and misconceptions associated with braces. The topic of cost, comfort and length of treatment are all addressed with just a few clicks. To personalize the experience, the site features testimonials from *Soul Surfer* Bethany Hamilton and country singer Payton Taylor about how Damon Smile braces improved their smile and boosted self-confidence.

“According to a study from the Millennium Research Group one of the main factors holding people back from investing in orthodontic treatment is a lack of education about the overall process. With the Damon Smile website, we’re working to ensure that fear and misconceptions about braces don’t stop today’s adults and teens from getting the smile they’ve always dreamed of,” said Vicente Reynal, president of Ormco. “We’re proud to be recognized for producing an award-winning resource that empowers consumers to make educated decisions about their smile.”

The one-stop hub also includes a newly redesigned [Damon® Doctor Locator](#) that allows consumers to find a Damon Smile provider in their area via the Web, Web-enabled devices, and Facebook. Advanced location detection technology presents precise search results without the need to input an address or postal zip code. For added convenience, search results and doctor content can be shared via email, Twitter, or Facebook using social sharing buttons.

“We were amazed at the caliber and quality of work we received this year. Our winners continue to push the envelope of Internet creativity and Web design, and it is gratifying to see such great work from the smallest agencies to the biggest firms,” said Linda Day, director of the IAVA. “On behalf of the over 500

members of the IAVA, we are honored to recognize our winners as they continue to set a high standard of excellence for Web development.”

The Damon Smile is an orthodontic treatment, offered by thousands of orthodontists worldwide. [Damon Clear™](#) is a virtually invisible option—ideal for image-conscious adults and teens—that offers clear brackets for the upper and lower arches.

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or ormco@formulapr.com. Connect on Facebook at www.facebook.com/DamonSystemBraces, or Twitter at [@DamonBraces](https://twitter.com/DamonBraces).

About W³ Awards

The W³ Awards honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award winning websites, Web video and online marketing programs. Simply put, the W³ is the first major Web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

The W³ Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit www.iavisarts.org for a full member list and additional information.

For more information about the W³ Awards, please visit www.w3award.com, email The W³ Awards at info@w3award.com or call 212-675-3555.

About Ormco

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon® System and active Prodigy™ SL. Ormco's Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit the [Ormco](#) website.

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